



CALPEEK

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CAMPAIGN '92: LAST WEEK IT WAS RETIREMENTS WHICH MADE NEWS AND CONFUSED THE SITUATION.

Editor's note: Two of Calif.'s best known politicians have announced their retirement from the U.S. House of Representatives, setting off mad scrambles in the 2nd week of filing. Here is a CALPEEK update...

- 30th C.D. - In this new central L.A.-East L.A. district, news that U.S. Rep. Ed Roybal(D) was calling it a career after 30 years hit like a ton of bricks. Roybal had been expected to seek another term, and along with his daughter, Demo Assemblywoman Lucille Roybal-Allard, who is running for congress in the 33rd C.D., would have been the 1st father-daughter combo in congress. Roybal is backing his long time aide, Henry Lozano. Looking over the situation very closely is Assemblyman Richard Polanco(D). While the 30th C.D. has a heavy Hispanic population, registration is much lower. An Asian or Anglo could win here...

- 37th C.D. - U.S. Rep. Mervyn Dymally's decision to retire hit Feb. 6 after CALPEEK had gone to press. Dymally has been a key player in L.A.'s black community for more than 30 years. He was CA's first black Lt. Governor, elected in 1974, but bounced from office in a very nasty campaign by GOPer Mike Curb in 1978. In 1980 he was elected to congress. Dymally would love to see his daughter, Lynn, a Compton School Board member, take his place in congress, but Assemblymembers Willard Murray, Gwen Moore and perhaps Marguerite Archie-Hudson, along with Compton Mayor Walter Tucker, may have other ideas. Lots of activity...

- 15th S.D. - Old news, but worth repeating. State Sen. Rose Ann Vuich(D-Dinuba) will retire. Health reasons...

- 79th A.D. - Assemblyman Peter Chacon (D-San Diego) will retire after 22 years in

the Assembly. Chacon's retirement will erase the threat of a primary battle with fellow Demo Steve Peace. Chacon might have had a very rough time winning reelection in 1992, so his retirement was smart politically. Peace had the blessing of Speaker Willie Brown...

- 19th S.D. - Hold on to your hat. CALPEEK sources say former GOP Assemblywoman Marian La Follette will come OUT OF RETIREMENT to run against fiery GOP Assemblywoman Cathie Wright for this OPEN seat to be left vacant by Sen. Ed Davis' announced retirement. Davis is all smiles. WIIII...

- 24th C.D. - GOP Assemblyman Tom McClintock of Camarillo will run for this new C.D. The GOP primary will be very interesting, with perennial candidates Sang Korman and Jim Salomon also in the running. And CALPEEK should note that both Korman and Salomon will be well-funded...

- 41st C.D. - GOP attorney John Eastman is OUT, but former Assemblyman Chuck Bader (R-Pomona) and attorney Jim Lacy are still in this race, in what promises to be a real battle, with no holds barred. Eastman is probably closer to Lacy in terms of philosophy, but may back Bader because he doesn't like Lacy. Also look for Diamond Bar Mayor Jay Kim(R) to join the battle...

- 39th S.D. - Demo activist Art Letter will NOT run in the June primary, and at this point there are no Demos running, meaning independent Lucy Killea of San Diego may have a shot against former State Sen. Jim Ellis(R) this coming November. But Letter says he will keep his PAC alive and if Killea continues to bash the Demo Senate leadership, he'll go after her...

- 3rd S.D. - Word out of S.F. is that
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County Sup. Carole Migden(D) won't take on incumbent Demo State Sen. Milton Marks. Not enough funding to challenge Marks...

- 11th C.D. - Move Demo SMUD Bd. member Ed Smeloff from 11th C.D. to 10th A.D. The leading Demo for now in the 11th C.D. is San Joaquin Co. Sup. George Barber, but it is possible Patty Garamendi may jump into this race. That would make 3 campaigns in 18 months. Also add Lodi Councilman Jack Sieglock and Tracy Councilman Richard Pombo to the GOP primary list. Stay tuned...

BACKERS OF SAN JOSE GIANTS HIRE BIG TEAM.

The campaign to bring the S.F. Giants baseball team to SAN JOSE should more properly be called "The 1992 Full Employment Act for Political Consultants." The "employer" is the San Jose Stadium Committee. Here's the lineup card...

...Roger Lee & Carol Beedo, Inc. are the lead consultants; Fairbank, Maullin & Assoc. will handle polling; Paul Kinney Productions will handle media consulting; Larry Tramutola has been hired to manage field operations; Gerald Austin of Austin-Sheinkopf is a second media consultant who has been hired. Running the daily mgt. of the campaign will be Ed McGovern (he ran the unsuccessful Prop. P campaign for the S.F. China Basin ballpark in 1989). Deputy mgr. will be Darren Seaton, a former aide to San Jose Mayor Susan Hammer. Pam Fuller will be finance director. She was a top assistant to Frank Fiscalini, who ran for mayor of San Jose in 1990. Overall, it's a savvy group of pros. Stay tuned...

1992 U.S. SENATE UPDATE: GETTING BIGGEST BANG FOR THE BUCK DURING ANNOUNCEMENT TOUR.

Editor's note: Here is an update on some developments from the two U.S. Senate races taking place in Calif...

- It's that time of year when candidates seeking the two U.S. Senate seats hold a series news conferences or press events up and down the State to formally announce their candidacies and to get FREE news media coverage. This past week there were two such announcements: one by appointed U.S. Sen. John Seymour(R) and one by Demo Controller Gray Davis, who would like to replace Seymour. There are some KEY differences in the way each campaign handled the traditional announcement tour...

...Davis, who must first defeat former S.F. Mayor Dianne Feinstein in the June primary, held standard, head-shot news conferences in L.A., S.F. and Sacto. Statewide, Davis is known by 70% of the Demos (Feinstein has 94% name ID among Demos), so it somewhat surprising that he only did a 1-day, 3-city tour on Feb. 10. The more cities one hits during such a tour, the better the chances of picking up additional name ID...

...But most suprising, Davis IGNORED CA's 2nd largest city, SAN DIEGO. This was a blunder of sorts for the campaign because San Diego has a large military population (Davis is a Vietnam Army vet); and the city has long history of being very PRO environment (Davis has an excellent record on environmental issues). In terms of media priorities, its 4th behind L.A., the Bay area and Sacto -- but still important...

...In contrast, Seymour's tour was a combo of news conferences and VISUALS, starting with the Feb. 11 breakfast in his hometown of Anaheim; a press event at the Long Beach Naval Shipyard; lunch with workers of Nat'l Steel & Shipbuilding Co. in San Diego; a 2nd news conference with Gov. Pete Wilson in Sacto and a final stop in San Bernardino with GOP supporters. Seymour also had a 2nd day tour with stops in Oakland, Fresno, Bakersfield and S.F. Thus over 2-days, Seymour hit almost every key media market in Calif. Why so many cities for Seymour? Unlike Wilson, for example, Seymour is NOT all that well known among Republicans. His name ID among GOP voters is just 59%. FYI: turns out that both Davis and Seymour got "washed out" on local TV in L.A. because of the big storm...

...Still to do the formal tours are Demos Feinstein, Lt. Gov. Leo McCarthy and U.S. Rep. Mel Levine. On the GOP side, U.S. Rep. Bill Dannemeyer is the only one who has yet to formally announce...

- Layne Allred, former exec. director of the CA Republican Assembly(CRA), has been hired as day-to-day manager for U.S. Rep. Bill Dannemeyer's campaign. Allred is a savvy pro who knows how to organize a good grass-roots effort...

- Greg Stohr is named deputy press secretary for the Campbell for U.S. Senate campaign...

CA RESTAURANT ASSN. PLANS TO COUNTER CMA'S HEALTH MEASURE WITH COST CONTAINMENT IDEA.

As far as the CA Restaurant Assn. is concerned, the proposed health insurance initiative by the CA Medical Assn.(CMA) is a luscious dessert, but made with poison ingredients. In other words, it looks great, but would be DEADLY to CRA members. To counter the CMA's proposed health insurance measure (still at the AG's for title & summary), the CRA plans to strike with a COUNTER-MEASURE — one designed to hit MDs and health care providers in the pocketbook. The CRA's proposed initiative would address the one weak point in the CMA initiative, COST CONTAINMENT. The CRA plan (which may go to the AG for title & summary at any time) would control medical fees, outlaw self-referrals and require public collection & disclosure of medical data...

...FYI: the CMA initiative recently has been amended. Originally, the plan called for employers to pay 75% of the health insurance cost, with workers picking up 25%. But 25% for a minimum wage worker would create a problem for these low-income employees, so the new language says workers will pay 25% or 2% of their salary, whichever is lower. Stay tuned...

CA INITIATIVE UPDATE: MORE MEASURES SEEK TO QUALIFY FOR THE NOVEMBER 1992 BALLOT...

Editor's note: Here is an update on 1992 initiative proposals which have been given the OK to collect signatures for the November 1992 ballot. Committees have been urged to return petitions by April 17 to allow enough time for signature verification...

- "ENGLISH LANGUAGE INSTRUCTION," is the official title of a statute initiative that would require the CA Dept. of Education to ID all students with limited proficiency in English and then require each school district to provide these students with at least a full year of intensive English language instruction, with permission from a parent or guardian. The proponents are State Sen. Frank Hill(R-Whittier) and Stanley Diamond of S.F. For info (916)445-2848. The deadline is June 26...

- "TERM LIMITS. U.S. HOUSE OF REPRESENTATIVES AND U.S. SENATE," is the official title of two(2) identical measures. One is a statute requiring 384,974 signatures and the other a constitutional amendment requir-

ing 615,958 names. Under these measures, congressmembers would be prohibited from seeking reelection after 6 years, while senators would be limited to 12 years. The proponent is Anita Anderson of S.F. (415) 567-2933. Her deadline is June 29...

- CALPEEK sources say that a measure to bring Las Vegas-type GAMING to Adelanto in San Bernardino County HAS financial backing this time out. Sources also say that both Kimball Petition Mgt. and attorney Barry Fadem are involved in this effort. Very interesting...

- Supporters of an AB-101-type initiative aimed at protecting gays from job discrimination has been dropped. Lack of time and funding were the key reasons...

INITIATIVE TIME TABLE: DEADLINE SCHEDULE.

Editor's note: Here's a table that lists the names of the various initiative measures which are still out in the field and the deadlines for submitting names to the CA Secretary of State. In order to qualify for the November ballot, election officials need petitions by April 17 to verify names. The letters "C/A" means constitutional amendment, while "S" means statute...

<u>Initiative Name</u>	<u>Deadline</u>	
Terminal Illness	3/5/92	S
Executions	3/13/92	C/A
Death Penalty	3/13/92	C/A
Firearms Ownership	3/20/92	C/A
Snack-Tax Repeal	3/30/92	C/A
Healthcare I	5/1/92	S
Term Limits - Supervisor	5/5/92	C/A
Term Limits - Congress	5/5/92	C/A
Congress Candidate Limits	5/5/92	C/A
State Bar	5/18/92	S
The PERS Initiative	5/18/92	C/A
State Park Fees	5/21/92	S
Graffiti Tax	5/26/92	S
School Voucher Initiative	5/28/92	C/A
Balanced Budget/Taxes	6/1/92	C/A
Sales Tax	6/1/92	S
Taxes, Referendum	6/1/92	C/A
Gaming (Adelanto)	6/8/92	C/A
Welfare/Budget Reform	6/11/92	C/A
Forest Watershed	6/15/92	S
Health Care II	6/19/92	S
Driving & Alcohol Init.	6/22/92	S
English Language Instruct.	6/26/92	S
Term Limits - Anderson	6/29/92	C/A

RUDIN WON'T SEEK REELECTION AS SACTO MAYOR.

After two terms in office, Sacramento Mayor Anne Rudin has decided not to seek another term. Her announcement has set off a mini scramble to succeed her. The primary will be in June, with a November runoff if needed. So far there are 2 candidates: Sacto Councilman Joe Serna Jr. and businessman Ross Relles, both of whom ran against Rudin in that first memorable race back in 1983. Serna was at one point a favorite, but began to fade, while Relles surprised many with his first place finish in the primary. Rudin, who finished a solid second, was outspent by both. But in the runoff, Rudin edged Relles to become Sacto's first woman mayor. Prior to her election as mayor, she served 12 years on the council...

TWO L.A. GROUPS HOST COLUMNIST DAN WALTERS.

CA Reapportionment is the subject of a talk by political columnist Dan Walters at 12 noon, Feb. 18, The Tower Restaurant, L.A. Reception at 11:30 a.m. The event is being co-sponsored by Women In Public Affairs and the L.A. Public Affairs Officers Assn. For info, Anne Louise Rice at (213)466-8653...

THERE'S MORE THAN MEETS THE EYE IN THE CRP MOVE TO PRE-PRIMARY ENDORSE PRESIDENT BUSH.

Recently, CALPEEK wrote about a possible FLAP at the upcoming CA Republican Party's spring convention in Burlingame, Feb. 28 to Mar. 1. The flap concerned speculation the CRP might drop its rules and PRE-PRIMARY endorse Pres. George Bush. Forget the word SPECULATE. It's going to happen, according to CALPEEK sources...

...Yes, the convention will need a 2/3rds vote to drop the rule against pre-primary endorsements, but there should be enough for approval. CALPEEK sources, who are close to the CRP's leadership, also say the door on this presidential pre-primary endorsement will be open ONLY LONG ENOUGH for Bush and FOR NO ONE ELSE --- meaning forget other pre-primary endorsements, such as for the U.S. Senate...

...Why is the CRP leadership so anxious to pre-primary endorse President Bush? It's not because they love him, but rather a more practical reason. The Bush team picks the chair(s) and committee who APPOINT the the Calif. delegation to the RNC convention in Houston. If the CRP, under Jim Dignan's

leadership, can deliver on this pre-primary endorsement, which would be very important to the President's reelection, sources feel Bush's people WILL PICK Dignan and his people to lead the delegation. Yes, Gov. Pete Wilson would be on the CA delegation, but he wouldn't have too many close allies with him. In other words, Dignan and Co. will make sure there aren't too many PRO-choice moderate Republicans from Calif. in the delegation. Stay tuned...

NEW JOBS, ADDRESSES AND PERSONNEL NOTES.

Editor's note: Here are some items to mark down in your notebook...

- Cathy Ann Connelly has joined Burbank-based Wessell Co. as a VP. Connelly was with Marathon Communications prior to this new job...

- The Mt. View-based voter file company, American Data Management, has landed the 1992 voter file contract for the Florida Demo Party...

- Plumas Co. Sup. John Schramel has been elected 1992 President of the Regional Council of Rural Counties (RCRC). San Benito Co. Sup. Curtis Graves is vp; Nevada Co. Sup. Bill Schultz is treasurer; and Mono Co. Sup. Bill Reid is secretary...

- Yvonne Nix is the new So. Calif. chair of PRO-WILSON, a GOP women's volunteer group, replacing Barbara Pieper...

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